



IDAHO GOVERNOR'S TRADE MISSION TO TAIWAN AND VIETNAM NOVEMBER 10—18, 2017

WHY ATTEND THE GOVERNOR'S TRADE MISSION?

"The trade mission to China was a huge success for our company! The state staff set up great meetings with new potential customers, helped us arrange to meet with our current customers, and even helped with the logistics. To top it all off, we got to have the Governor sit in on a meeting with one of our customers. His friendly, likable demeanor and tremendous experience really sealed the deal."
~Jos Zamzow, Chief Operating Officer for Catalyst, a division of Dynamite

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Paris Dickerson
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Sarah Massie
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Direct: (208) 780-5151
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FIRST COME,
FIRST SERVED



TRADE MISSION ITINERARY

November 10-14
TAIPEI, TAIWAN

November 14-16
HO CHI MINH CITY, VIETNAM

November 16-18
HANOI, VIETNAM

BENEFITS OF IDAHO TRADE MISSIONS:

- Open doors to prime international markets
- Gain high-level access to new potential customers and key government officials
- Recognize your key existing customers through the exclusive **Idaho Valued Partner Award** presented by Governor Otter
- Strengthen existing international relationships and gain a deeper understanding of the trade markets in Taiwan and Vietnam

PARTICIPATING COMPANIES RECEIVE:

- Pre-qualified appointments with potential customers and key government officials within your industry sector
- Receptions in Taipei and Ho Chi Minh City with important industry and government representatives, plus an opportunity to recognize current customers with a Valued Partner Award
- Comprehensive meeting itinerary; and logistical arrangements including air travel, hotels, and ground transportation
- Mission details including market, cultural, political, and economic information

WHO SHOULD PARTICIPATE:

- Idaho firms and organizations looking to expand sales and build international business relationships in a new market
- Companies wanting to strengthen and transform existing customer relationships that have already been established in Taiwan or Vietnam



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HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

"One of the highlights of the trip was the Valued Partner Award (VPA), this was an unprecedented event for our recipients in Mexico and Peru and the fact that it was awarded by the Governor and U.S. Ambassador of Mexico and Peru, respectively, solidify our bonds with our customers. At the same time, the presence of the Governor was vital in bridging Idaho companies to some household name companies in Mexico and Peru"

~Hector Dimas, Boise Cascade

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**REGISTRATION DEADLINE
THURSDAY
AUGUST 31, 2017**



WHY TAIWAN?

- Taiwan remains the 3rd largest overall export destination for Idaho, and exports in 2016 were up 20% over 2015.
- Taiwan is an important market for a wide range of sectors including food and agriculture (dairy products, dairy supplies, fresh fruit, fresh potatoes, super foods, organic, and natural products) semiconductor/telecommunications (IoT), materials and chemicals, wellness products, and technology.
- Taiwan is an advanced and business-friendly market, making it a great option for new to export companies. Consumers in Taiwan continue to seek U.S. products for their renowned quality, safety, and innovation.
- It is also a market with extensive existing business relationships providing participants the opportunity to present Valued Partner Awards (VPAs) to key partners.
- Taiwan enjoys high purchasing power and a growing tourism sector.

About Taiwan:

GDP: US\$527,804.8 million (2016)

Population: 23.5 million (2016)

Disposable Income Per Capita: US\$14,181 (2016)

WHY VIETNAM?

- Vietnam has a strong GDP growth (6.2% growth expected in 2017) as well as a fast growing middle and affluent class.
- Idaho exports to Vietnam in 2016 were up 55% over 2015.
- Vietnam is an important market for a wide range of sectors including food and agriculture (grains, potatoes, fresh fruit, dairy, beef, processed foods, and wine), aviation, environmental equipment, lumber, healthcare, information and communications technologies, power generation and telecommunications equipment.
- A young population, rising middle-class incomes and female labor force participation are driving Vietnamese consumerism.
- Vietnamese consumers continue to seek U.S. products for their renowned quality, value, and reputation.
- By 2020, it is believed that Vietnam's middle and affluent class will grow to 33 million people (Source: BCG Perspectives).

About Vietnam:

GDP: US\$202,957.7 million (2016)

Population: 94.4 million (2016)

Disposable Income Per Capita: US\$1,566 (2016)



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"Governor Otter was able to open doors for us we would not have been able to open on our own. The state helped arrange and participate in high level government meetings in Beijing and Shanghai that will open doors for current and future success in the China market."

~Kirk Hansen, Founder and Chairman of the Board, Kyäni

ESTIMATED COSTS

Airfare	\$2,200
Hotel	\$1,500
Participation Fee*	\$3,200
TOTAL	\$6,900

*Participation fee covers coordination, customized itinerary of business appointments, receptions, ground transportation to/from airport if traveling with the Governor, and materials for up to two people per company or organization for all three mission stops.

Airfare and hotel prices are subject to change due to space availability and fluctuating exchange rates.

Additional/optional costs include interpreters, Vietnam VISA, overweight baggage charges, etc.

**REGISTRATION DEADLINE
THURSDAY
AUGUST 31, 2017**



REGISTRATION FORM

**PLEASE E-MAIL OR FAX COMPLETED FORM NO LATER
THAN **AUGUST 31, 2017** TO:**

Agriculture Companies:
Paris.Dickerson@isda.idaho.gov
Fax: (208) 334-2879

Commerce Companies:
Sarah.Massie@commerce.idaho.gov
Fax: (208) 334-2631

**BY SUBMITTING THIS FORM, YOU ARE COMMITTING TO ATTEND THE 2017 GOVERNOR'S TRADE MISSION.
YOU WILL BE CONTACTED FOR MORE DETAILS AFTER YOUR FORM IS RECEIVED.**

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Web Address: _____ Fax: _____

Name of **First Participant**: _____

Title: _____ E-mail: _____

Office Phone: _____ Cell: _____

Name of **Second Participant**: _____

Title: _____ E-mail: _____

Office Phone: _____ Cell: _____

*If more than two participants from the same company, see additional fee below and attach separate page for additional registrations.

_____ **I will participate in all three trade mission stops**
Participation fee of **\$3,200** includes up to two (2) company representatives.

_____ **I will ONLY participate in the following trade mission stops:**
_____ Taipei, Taiwan (participation fee \$1,200)
_____ Ho Chi Minh City, Vietnam (participation fee \$1,200)
_____ Hanoi, Vietnam (participation fee \$1,200)

_____ **There will be more than 2 participants from our company**
\$500 for each additional participant (over 2). Fee covers all stops.